

# Final Term : Foreign Campaign



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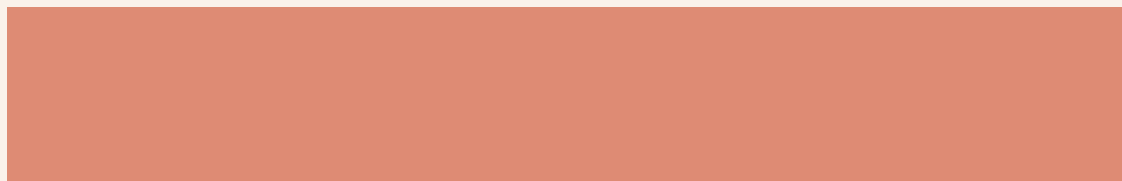
## Seratus Kapas

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01

Country

# Canada

Canada is a country in the northern part of North America. It is ten provinces and three territories extend from the Atlantic to the Pacific and northward into the Arctic Ocean, covering 9.98 million square kilometres (3.85 million square miles), making it the world's second-largest country by total area. Its southern and western border with the United States, stretching 8,891 kilometres, is the world's longest binational land border. Canada's capital is Ottawa, and its three largest metropolitan areas are Toronto, Montreal, and Vancouver.

After falling by 39% annualized last quarter, real GDP is tracking to gain 42% in the third quarter. Growth will slow substantially thereafter as the initial boost from the easing of public health restrictions wanes. Overall, real GDP is set to decline by 5.8% this year and rebound by 6.4% in 2021. After falling sharply in the first half in the first half of the year, business investment will also start to grow this quarter. The trade sector is helping to cushion the economic blow this year as imports fell faster than exports. Next year, trade will detract from growth despite solid gains in exports.

# Canadian Consumer Behaviour

- Gen Z consumers are less likely to shop at retailers with traditional formats. Only 20% said they primarily buy clothing from a department store, versus 33% of baby boomers.
- Gen Z consumers are more likely to look for additional reasons to justify a trip to a store, such as personal shopping services. Younger consumer are also more likely to want additional services, like a spa or coffee bar, and to look at a store visit as a source of fun.
- Gen Z consumers (around 42%) are more receptive than baby boomers to automated checkout options, as well as other digital, self-guided experiences in stores.
- During individual shopping trips, Albertans (people who lives in Alberta) spend 18% more than the average Canadian.
- From Gatineau to Chicoutimi and Montreal, customers in Quebec shop less in Mass Merchandisers than the rest of the country.

# Canadian Consumer Behaviour

- Quebec households have fewer members which likely has a direct impact the number of shopping trips and dollars spent.
- Quebec's differentiation is language, with 79% of the population's first language is French. Additionally, 71% of Quebecers only use French at home. Retailers and manufacturers that are looking to make a splash in the Quebec market should consider regional French language campaigns
- 29% of Canadian consumers say they are making online purchases when they normally would have shopped in-store
- 1 in 10 Canadian consumer who made an online purchase in March said it was their first time in the past six months shopping online
- 85% of Canadian consumers say their shopping behaviour has been impacted by coronavirus.

# 02 Seratus Kapas



# About The Brand

Seratus Kapas believes that treasuring knowledge and valuing any process are actually not only keeping it but also share it. We share it through many ways, every garment of ours telling different stories. We are sharing our process of our product to influence others about handmade or manmade knowledge in any area. Seratus Kapas works with factories that focus on their speciality, craftsmanship, artist, traditional and home base industries. We are working with traditional process and manual techniques and help the people and the goods worth at its best. We works half the process of our goods out of Java, according to facts of Indonesia's garment industry, 90% of garment factory located inside the island of Java. We supports the supply chains outside of Java, for the traditional craftsmanship outside of Java deserve the same portion of opportunity.





# 03 Foreign Campaign

# Creative Strategy

The reason why Seratus Kapas wants to enter Canadian market is because most of Canadian value sustainable or organic product and its very suitable for Seratus Kapas who is a sustainable fashion brand. My idea is to make a collection with a canadian influencer that support slow fashion. Her name is Candice Tay. She writes blog about styling, low waste and travels. The reason why I choose Candice Tay is not only she supports sustainable fashion, she also give styling tips for her audience.

Seratus Kapas will also make advertisement using both English and French

# Big Idea

My big idea for Seratus Kapas is to collaborate with local Canadian influencer that support sustainability in fashion industry. I found a Canadian influencer named Candice Tay who are a slow fashion blogger, she also likes to give people styling tips. For the collaboration, Candice Tay and Seratus Kapas will make a collection together, after that Candice Tay will give a styling tips for that collection and she can post it on her Blog and Youtube. We also will make a bazaar booth at Dufferin Mall, Toronto, Canada and Candice will give like a seminar for styling.

I choose to collaborate with local influencer because it is the easiest and the most impactful way for a brand to expand their market or approach new market.

# Advertising Appeal

## **Emotional Psychological & Rational Argument Approach**

I will include fact and statistic of the fabric such as 100% cotton or 100% linen or 50% cotton, 50% linen. I will also include benefit of using natural fabric. Not only that, I will also put a picture that shows how bad is fast fashion (air pollution, water pollution, gas emission, low cost labor, child labor, etc.). The advertising will consist of advertising message that can evoke strong emotional feelings too. I will also use both English and French for the advertising because almost half of Canadian speak French in their household and for some of them, french is their first language. I also will use universally understood language (not industry dialect) and use first degree words

# Platforms

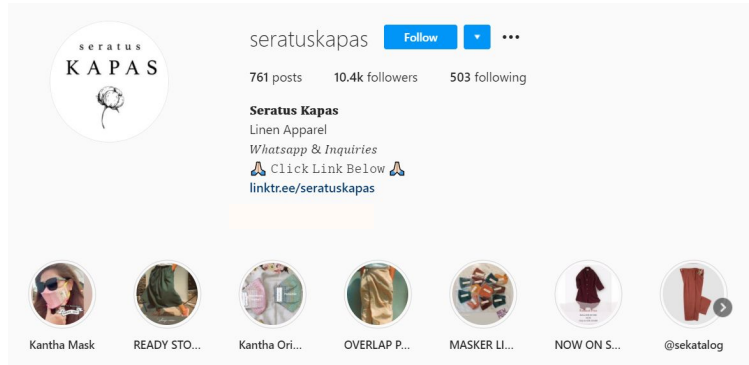
For the platforms, I will use both online and offline platforms.

For online platforms, I will make a media kit, blog, it will be put it on Seratus Kapas and Candice Tay social media, website and youtube. We also going to make use of hashtag (#SeratusKapasXCandiceTay).

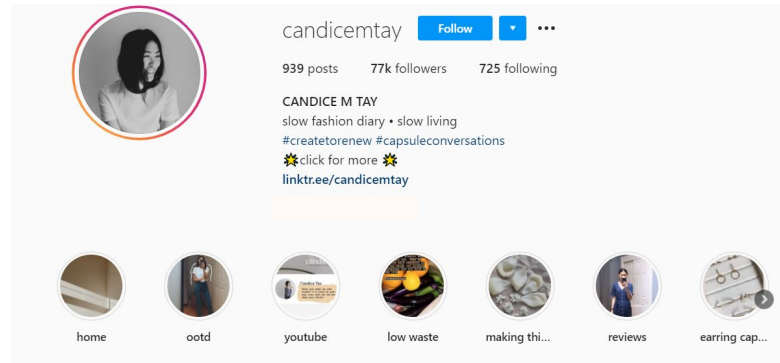
While for the offline platforms, i will use billboards on public transportation and malls. Why? Because Canadian people still use public transportation on their daily routines.

# Creative Execution

# Social Media



Seratus Kapas and Candice Tay will be posting about their collaboration from 1 month before the launch of their collaboration on all of their social media. From media kit to where the booth will be and when.



# Blog

Candice Tay

be empty, be slowly

[Journal](#) [Style](#) [Low Waste](#) [Life](#) [Shop](#) [About](#) [Contact](#)

## STYLING SPRING KNITS

April 30, 2020

It's finally Spring here in Toronto but if you've ever lived in Canada, you know how the weather can take you for a rollercoaster ride during the Springtime. As I've slowly transitioned my winter wardrobe into my spring wardrobe, I've made sure to include a few lightweight knits for chilly Spring days and cool Summer evenings. If you're curious how to style knitwear for Spring, keep reading on!

I'm also extremely excited to be partnering with a Canadian slow fashion brand, that I've admired for a long time, to bring you today's styling post. I'll be sharing three styles from their collection that are absolutely perfect for this transitional weather but also make great layering pieces throughout all seasons. If you've been looking to invest in high quality knitwear staples for your closet, Bare Knitwear is definitely a brand to consider. I've also got a limited time exclusive discount code for my readers - see more below!

*Partnership Disclosure: This post is produced in collaboration with Bare Knitwear and the Bare Knitwear pieces shown in this post were gifted or loaned as part of this partnership. I earn a small commission (at no additional cost to you) on all sales made with the exclusive code **CANDICE10**, valid from April 30th - May 14th.*



### ABOUT THE BRAND

Before we get to styling, I wanted to share more about Bare Knitwear because they are doing amazing things. (Scroll on down if you want to hop to the styling first!) I recently met founder Katelyn Adams via email and really admire her passion for creating change in the fashion industry through her brand. Bare Knitwear is centered in slow batch collections, which is the opposite of 'fast fashion' - it's new to see a lot of fashion brands working with this slow batch model these days. They only produce one refined collection a year, which reduces waste and eliminates excess inventory. They are also a brand committed to sustainable sourcing, working with fibres native to Peru, from suppliers who are committed to supporting local farmers. They only use dyes that have a OEKO-TEX 100 certification which ensures they comply with international standards on consumer and environmental safety - this is a huge deal! Bare Knitwear strives to promote better values while remaining the best use of traditional fashion retail practices. There is 50% more skill

## 5 SIMPLE HOLIDAY PARTY OUTFITS

December 6, 2019

The holidays are quickly approaching and that means PARTIES! I personally don't have a ton of parties to go to (I'd rather have a snuggly night in with close friends and family haha) but so many of you have asked for holiday outfit ideas, so I thought I'd get a little creative this season and come up with a few for you using pieces in my closet I already own.

### OUTFIT #1

This first look is more a business casual outfit that I can see myself wearing to a more corporate company party. If you've got any of these closet staples in your wardrobe, you can pull together this look! I'm wearing a simple black shift dress and an oversized blazer on top. Since its winter, I've paired it with some sheer tights and heeled boots to complete the look. I accessorized with minimal gold jewelry to add some sparkle to the whole outfit.



Blazer: [Vesta Cessile](#)  
Dress: old from [NIQUE](#)  
Boots: [Deer France](#)



Jewelry: [Majani](#)

Candice Tay will write about the collaboration with Seratus Kapas on her blog and write another blog for styling tips with Seratus Kapas.



# Booth

This is the store layout ideas of how the booth will be on Dufferin Mall, Toronto. On this booth, Candice Tay will give a styling tips using the new collection. After that, there will be a styling contest, and they will get a goodiebag as their gift.



# Media Kit



## SERATUS KAPAS X CANDICE TAY



NEW COLLECTION

Seratus Kapas

Candice Tay

OUR PRODUCTS ARE

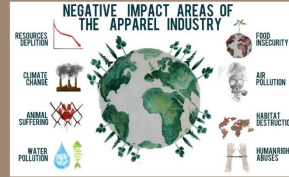
100%

COTTON

100%

LINEN

### REASON WHY TO SUPPORT SUSTAINABLE BRAND



1. SUSTAINABLE FASHION SAVES NATURAL RESOURCES
2. SUSTAINABLE FASHION REDUCES YOUR CARBON FOOTPRINT
3. SUSTAINABLE FASHION SAVES ANIMAL LIVES
4. SUSTAINABLE FASHION REQUIRE LESS WATER
5. SUSTAINABLE FASHION SUPPORTS FAIRER & SAFER WORKING CONDITIONS
6. SUSTAINABLE FASHION IS HEALTHIER FOR PEOPLE AND PLANET
7. SUSTAINABLE FASHION DOESNT SUPPORT CHILD LABOUR
8. SUSTAINABLE FASHION TEACHES US HOW TO LOVE OUR CLOTHES AGAIN

1. LA MODE DURABLE ÉCONOMISE LES RESSOURCES NATURELLES
2. LA MODE DURABLE RÉDUIT VOTRE EMPREINTE CARBONE
3. LA MODE DURABLE SAUVE LA VIE DES ANIMAUX
4. LA MODE DURABLE NÉCESSITE MOINS D'EAU
5. LA MODE DURABLE SOUTIENT DES CONDITIONS DE TRAVAIL PLUS ÉQUITABLES ET PLUS SÛRES
6. LA MODE DURABLE EST PLUS SAINÉ POUR LES PERSONNES ET LA PLANÈTE
7. LA MODE DURABLE NE SOUTIENT PAS LE TRAVAIL DES ENFANTS
8. LA MODE DURABLE NOUS APPREND À AIMER À NOUVEAU NOS VÊTEMENTS

VISIT OUR BOOTH AT DUFFERIN MALL

10AM - 2PM

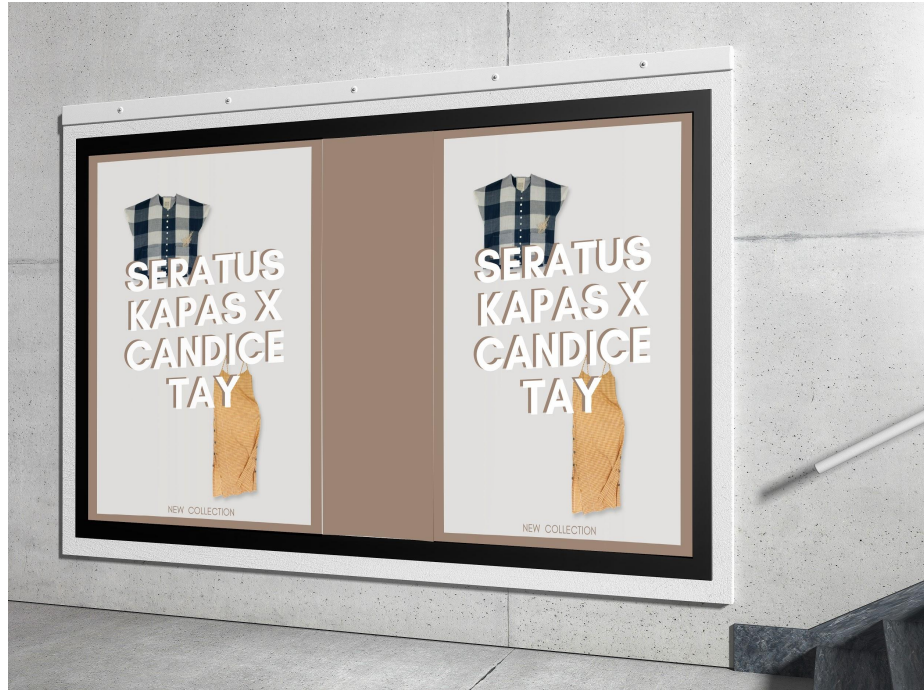
DEC, 28 2020

Seratuskapas.com

This is the media kit for Seratus Kapas X Candice Tay. The back page of the media kit contains of why we must support sustainable brand (we put both english and french). It also consist of the material for our new collection collaboration that is being used.

# Billboards

This billboards will be on public place such as train stations, sidewalks, etc. Why? Because Canadian still uses public transportation everyday and they can see my advertising while waiting for train.



# Billboards



This billboard will be on every bus station all over Toronto, Canada. Not only they can see my advertisement while waiting for a bus, they actually participate in helping to preserve the environment by taking public transportation.

**THANK YOU**